1990 BUDGET ASSUMPTIONS.

1990 Budget												
Assumptions:			MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTALS
A - SALES AND ROYALTY INCOME											
A - Subscription Sales	PK 5/9/90	1	$27,000	$32,500	$48,000	$33,000	$33,000	$36,000	$34,500	$48,000	$292,000
A - Back Issue Sales	Avg. last 15 months * 90% — 5/14/90 (mo)	$630	100%	100%	100%	100%	100%	100%	100%	100%	$5,042
A - Mailing List Sales	PK 5/9/90	1	$1,000	$1,300	$2,000	$1,100	$1,700	$1,000	$1,500	$2,000	$11,600
A - Direct Distribution Sales	PK 5/18/90 (yr)	$64,000	8%	8%	8%	8%	8%	8%	8%	8%	$42,667
A - Warner Sales	PK 5/19/90 (yr)	$60,000	8%	8%	8%	8%	8%	8%	8%	8%	$40,000
A - Book Sales	KJ 5/9/90 (incl. Ecolog)	1	$1,000	$1,000	$1,000	$1,000	$2,500	$2,500	$2,500	$4,000	$15,500
A - Royalty Income	Ecolog 5/18/90	1	$0	$0	$0	$0	$22,500	$0	$0	$0	$22,500
A - Production Monies	Ecolog 5/18/90	1	$0	$0	$0	$0	$12,500	$0	$0	$0	$12,500
A - Change In Sub Liability	???	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - INCOME SUBTOTAL											
A - OTHER INCOME											
A - Chronicle Income	$550/week	1	$2,750	$2,200	$2,200	$2,750	$2,200	$2,750	$2,200	$2,200	$19,250
A - Unclassifieds Income	Avg. last 15 months — 5/14/90 (yr)	$5,726	3%	20%	3%	3%	20%	3%	3%	20%	$4,151
A - Misc Royalty Income	Avg. last 15 months — 5/14/90 (mo)	$233	100%	100%	100%	100%	100%	100%	100%	100%	$1,860
A - Production Projects Income	None projected as of 5/14/90	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - Contributions General	PK 5/18/90	1	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$8,000
A - Contributions WEI (*4)	TL 5/25/90	1	$2,170	$4,000	$4,000	$4,000	$2,000	$2,000	$1,000	$1,000	$20,170
A - Interest Income	Prev. EOM Cash Balance * 5%/12 months	1	$0	$83	$5	$21	($29)	($26)	($63)	($130)	($139)
A - Sale of Assets	None projected as of 5/14/90	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - Miscellaneous Income	None projected as of 5/14/90	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - TOTAL OTHER INCOME											
A - Grants Income	For Pass-thru activity	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - TOTAL REVENUE											
A - COST OF SALES											
A - Circulation Pay	"1990 Hours"	1	$2,741	$2,741	$2,741	$2,741	$2,741	$2,741	$2,741	$2,741	$21,930
A - Sub Fulfillment	PK 5/18/90 (yr)	$36,000	13%	6%	6%	13%	6%	6%	13%	6%	$24,840
A - Sub Premium Offers	None Projected 5/18/90	1	0%	0%	0%	0%	0%	0%	0%	0%	$0
A - MacSub Fulfillment OPS	PK ???	1	0%	0%	0%	0%	0%	0%	0%	0%	$0
A - MacSub Fulfillment Pay	"1990 Hours"	1	$3,889	$3,889	$3,889	$3,889	$3,889	$3,889	$3,889	$3,889	$31,110
A - Circulation Promo	From PK 5/9/90	1	$1,000	$1,000	$1,000	$1,800	$1,800	$1,800	$1,800	$1,800	$12,000
A - Renewal Expenses	PK	1	$1,400	$1,400	$1,400	$1,400	$1,400	$1,400	$1,400	$1,400	$11,200
A - Insert Expenses	PK	1	$830	$830	$830	$830	$830	$830	$830	$830	$6,640
A - Credit Card Discount	From PK 5/9/90 (mo)	$250	100%	100%	100%	100%	100%	100%	100%	100%	$2,000
A - Direct Distributor Expenses	From PK 5/9/90 (mo)	$500	100%	100%	100%	100%	100%	100%	100%	100%	$4,000
A - Warner Expenses	From PK 5/9/90 (mo)	$1,000	100%	100%	100%	100%	100%	100%	100%	100%	$8,000
A - Printing Magazine	Based on 1989 (yr)	$94,000	8%	8%	8%	8%	8%	8%	8%	8%	$62,667
A - Mailing List Fulfillment	From PK 5/9/90 (mo)	$230	100%	100%	100%	100%	100%	100%	100%	100%	$1,840
A - Editorial Pay	From "1990 Hours"	1	$4,064	$5,689	$4,689	$3,751	$4,814	$4,814	$4,814	$5,005	$37,639
A - Writers and Contributors	$7500/issue (yr)	$30,000	21%	2%	2%	21%	2%	2%	21%	2%	$21,900
A - Misc Editorial Expenses	Avg. of 1/89 to 3/90 (mo)	$745	100%	100%	100%	100%	100%	100%	100%	100%	$5,960
A - Pre Press	Based on 1989 (yr)	$19,200	8%	8%	8%	8%	8%	8%	8%	8%	$12,800
A - Research Pay	"1990 Hours"	1	$1,658	$1,658	$1,658	$1,658	$1,658	$1,658	$1,658	$1,658	$13,260
A - Research Expense	Based on 1989 (mo)	$400	100%	100%	100%	100%	100%	100%	100%	100%	$3,200
A - Production Pay	"1990 Hours"	1	$1,441	$6,091	$8,344	$1,673	$5,411	$7,482	$1,441	$5,411	$37,292
A - Production OPS	Based on 1989 (mo)	$450	100%	100%	100%	100%	100%	100%	100%	100%	$3,600

A - Outside Production Projects	None Planned	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - Production Supplies	Avg. of 1/89 to 3/90 (mo)	$450	100%	100%	100%	100%	100%	100%	100%	100%	$3,600
A - Whole Earth Ecolog OPS (*2)	Payments to JB/SER/DR	1	$0	$0	$0	$0	$19,100	$0	$0	$0	$19,100
A - Whole Earth Ecolog Expenses	Other Expenses	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - Purchases of Books	KJ Estimate	1	$0	$2,500	$0	$0	$7,000	$0	$3,500	$0	$13,000
A - Fulfillment of Books	Est at 15% of sales	1	$150	$150	$150	$150	$375	$375	$375	$600	$2,325
A - Chronicle Expenses	Avg. of 1/89 to 3/90 (mo)	$1,850	100%	100%	100%	100%	100%	100%	100%	100%	$14,800
A - Change in Inventory	Not applicable?	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - TOTAL COST OF SALES											
A - GROSS MARGIN											
A - GENERAL AND ADMINISTRATIVE EXPENSES											
A - Office Pay	"1990 Hours"	1	$2,869	$2,614	$2,486	$2,359	$2,359	$2,359	$2,359	$2,486	$19,890
A - Pub and Admin Pay	"1990 Hours"	1	$3,354	$2,729	$2,729	$2,416	$2,104	$2,104	$2,104	$2,104	$19,643
A - Pub and Admin Pre Project	"1990 Hours"	1	$638	$638	$638	$638	$638	$638	$638	$638	$5,100
A - Director Pay	"1990 Hours"	1	$0	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$2,917	$20,417
A - Insurance Workers Comp	"1990 Hours"	1	$2,218	$567	$589	$428	$518	$559	$438	$524	$5,842
A - Insurance Other	Based on 1989 (mo)	$191	100%	100%	100%	100%	100%	100%	100%	100%	$1,528
A - Paid Vacation Expense	"1990 Hours"	1	$3,009	$765	$765	$765	$765	$765	$765	$765	$8,364
A - Kaiser Health Plan	"1990 Hours"	1	$434	$434	$434	$434	$434	$434	$434	$434	$3,472
A - Taxes Other	Based on 1989 (mo)	$210	100%	100%	100%	100%	100%	100%	100%	100%	$1,680
A - Taxes Payroll	"1990 Hours"	1	$793	$2,889	$3,004	$2,183	$2,641	$2,852	$2,236	$2,673	$19,272
A - Office and Computer Supplies	Avg. of 1/89 to 3/90 (mo)	$325	100%	100%	100%	100%	100%	100%	100%	100%	$2,600
A - Equip Rental Maint and Supplies	Avg. of 1/89 to 3/90 (mo)	$650	100%	100%	100%	100%	100%	100%	100%	100%	$5,200
A - Telephone	Avg. of 1/89 to 3/90 (mo)	$515	100%	100%	100%	100%	100%	100%	100%	100%	$4,120
A - Postage	Avg. of 1/89 to 3/90 (mo)	$785	100%	100%	100%	100%	100%	100%	100%	100%	$6,280
A - Container Rent	Based on 1989 (mo)	$230	100%	100%	100%	100%	100%	100%	100%	100%	$1,840
A - Building Rent	Based on 1989 (mo)	$3,070	100%	100%	100%	100%	100%	100%	100%	100%	$24,560
A - Building Maintenance	Avg. of 1/89 to 3/90 (mo)	$150	100%	100%	100%	100%	100%	100%	100%	100%	$1,200
A - Utilities	Avg. of 1/89 to 3/90 (mo)	$335	100%	100%	100%	100%	100%	100%	100%	100%	$2,680
A - WEI Fundraising OPS	SL ??? (mo)	$2,000	100%	100%	100%	100%	100%	100%	100%	100%	$16,000
A - WEI Fundraising Expenses	SL ???	1	$150	$200	$200	$500	$500	$500	$200	$200	$2,450
A - Legal Professional and Copyright	Avg. of 1/89 to 3/90 (mo)	$350	100%	100%	100%	100%	100%	100%	100%	100%	$2,800
A - Interest and Penalties	Avg. of 1/89 to 3/90 (mo)	$200	100%	100%	100%	100%	100%	100%	100%	100%	$1,600
A - Bank Service Fees	Avg. of 1/89 to 3/90 (mo)	$50	100%	100%	100%	100%	100%	100%	100%	100%	$400
A - Misc Pub and Admin Expenses	KJ Estimate (mo)	$50	100%	100%	100%	100%	100%	100%	100%	100%	$400
A - Misc Expenses	Avg. of 1/89 to 3/90 (mo)	$120	100%	100%	100%	100%	100%	100%	100%	100%	$960
A - WELL Repay Expenses	Is this still in use? (mo)	$0	100%	100%	100%	100%	100%	100%	100%	100%	$0
A - TOTAL GEN AND ADMIN EXPENSES											
A - Grants Expense	For Pass-thru activity	1	$0	$0	$0	$0	$0	$0	$0	$0	$0
A - CHANGE IN FUND BALANCE											
A - EOM CASH FUND BALANCE											

NOTES:

* 1 June includes estimated cost for disputed renewal expenses with Mailing Mgmt. from 1989
* 2 Sept. includes $5,900 deduction from Ryans for computer
* 3 June includes $1,826 for 1989 xmas mailing invoice never rec'd from Mailing Mgmt.
* 4 Does NOT include Special Events/Projects/Grants